

What is Claimed:

- 1 1. A method of operating a foodstuff related business, said
2 method comprising the steps of:

3 selling a foodstuff product to a customer;

4 packaging the foodstuff product in a package;

5 retrieving a digital image of the customer using a computer; and

6 applying a label including the digital image to the package.
- 1 2. The method of claim 1 wherein said selling step includes
2 selling a baked good to the customer.
- 1 3. The method of claim 1 wherein said selling step includes
2 selling a cookie to the customer.
- 1 4. The method of claim 1 wherein said packaging step
2 includes packaging a baked good in a package, the baked good being at least
3 one of purchased by the customer, selected by the customer, rolled by the
4 customer, cut by the customer, baked by the customer, and decorated by the
5 customer.
- 1 5. The method of claim 1 wherein said retrieving step
2 includes taking a digital picture of the customer, downloading the digital
3 picture to a computer as the digital image, and linking the digital image to a
4 label template to form the label.
- 1 6. The method of claim 1 wherein said selling step includes
2 providing a work area to decorate baked goods selected by the customer, and
3 said packaging step includes packaging baked goods selected and decorated
4 by the customer.

1 7. The method of claim 1 wherein said selling step includes
2 providing a pre-mixed baking dough compound to the customer for rolling
3 and cutting, and subsequently providing the rolled and cut compound to the
4 customer as baked goods for decorating, and said packaging step includes
5 packaging the baked goods rolled, cut, and decorated by the customer.

1 8. The method of claim 1 additionally comprising the step of
2 shipping the package including the applied label to a destination selected by
3 the customer.

1 9. The method of claim 1 wherein said selling step includes
2 hosting an event during which the customer is provided with baked goods to
3 decorate, and said packaging step includes packaging baked goods decorated
4 by the customer.

1 10. The method of claim 1 additionally comprising the step of
2 supplying a plurality of said package including the label to the customer such
3 that the customer may host an event during which the packages are
4 distributed to participants of the event.

1 11. A method of operating a foodstuff related business, said
2 method comprising the steps of:

3 obtaining a digital image of a customer of the foodstuff related
4 business;

5 linking the digital image to a label template stored in a memory
6 of a computer system;

7 printing a label including the label template with the digital
8 image; and

9 applying the printed label to a package of a foodstuff product of
10 the foodstuff related business.

1 12. The method of claim 11 wherein said obtaining step
2 includes taking a digital picture of the customer and downloading the digital
3 picture to a computer as the digital image.

1 13. The method of claim 11 wherein said linking step includes
2 retrieving the label template from the memory of a computer system,
3 personalizing the label template based on the customer, and updating the
4 memory of the computer system to include the personalized label template.

1 14. The method of claim 11 further comprising the steps of
2 selling the foodstuff product to the customer and packaging the foodstuff
3 product sold to the customer in the package.

1 15. The method of claim 14 wherein said packaging step
2 includes packaging a baked good in the package, the baked good being at
3 least one of purchased by the customer, selected by the customer, rolled by
4 the customer, cut by the customer, baked by the customer, and decorated by
5 the customer.

1 16. The method of claim 14 wherein said selling step includes
2 providing a work area to decorate baked goods selected by the customer, and
3 said packaging step includes packaging baked goods selected and decorated
4 by the customer.

1 17. The method of claim 14 wherein said selling step includes
2 providing a pre-mixed baking dough compound to the customer for rolling
3 and cutting, and subsequently providing the rolled and cut compound to the
4 customer as baked goods for decorating, and said packaging step includes
5 packaging the baked goods rolled, cut, and decorated by the customer.

1 18. The method of claim 14 wherein said selling step includes
2 hosting an event during which the customer is provided with baked goods to
3 decorate, and said packaging step includes packaging baked goods decorated
4 by the customer.

1 19. The method of claim 11 additionally comprising the step of
2 supplying a plurality of said package including the label to the customer such
3 that the customer may host an event during which the packages are
4 distributed to participants of the event.

1 20. The method of claim 11 additionally comprising the step of
2 shipping the package including the applied label to a destination selected by
3 the customer.

1 21. A method of operating a baked goods business, said
2 method comprising the steps of:

3 selling a baked good to a customer;

4 providing an area for the customer to decorate the baked good
5 sold to the customer;

6 packaging the baked good decorated by the customer;

7 taking a digital picture of the customer;

8 downloading the digital picture to the computer as a digital
9 image;

10 linking the digital image to a label template stored in a memory
11 of the computer;

12 printing a label including the label template with the digital
13 image; and

14 applying the printed label to the packaged baked good.

1 22. The method of claim 21 wherein said selling step includes
2 providing a pre-mixed baking dough compound to the customer to cut the
3 compound into a shape to form the baked good.

- 1 23. The method of claim 21 further comprising the step of
- 2 shipping the packaged baked good including the applied label to a destination
- 3 selected by the customer.